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establishing a second network connection between the user interface device and a content provider for providing an enhancement authorization code to the user interface device over said second network connection;

accessing said enhancement authorization code from the user interface device; and

communicating a command over said first network connection to cause a function to be performed on the user interface device after said enhancement authorization code has been accessed.

20.(Amended) The method of claim 19, further comprising the step of determining, before said accessing step, whether the character icon is authorized to access said enhancement authorization code.

33.(Amended) A method of providing incentive for a user viewing content over a network, comprising the steps of:

establishing a first network connection between a user interface device and a service provider server, the user interface device having a browser;

selecting a character icon from a plurality of character icons;

providing data to the user interface device in the form of a character icon representation corresponding to the selected character icon for display of the selected character icon on the user interface device;

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establishing a second network connection between the user interface device and a content provider, said content provider providing data comprising enhancement authorization codes corresponding to at least one of the character icons in the plurality of character icons;

determining whether any of the enhancement authorization codes correspond to the selected character icon;

providing the ability to access said corresponding enhancement authorization codes to the user interface device if it is determined that at least one of the enhancement authorization codes corresponds to the selected character icon;

accessing the at least one corresponding enhancement authorization code from the user interface device; and

communicating a command over said first network connection to cause a function to be performed on the user interface device after said enhancement authorization code has been accessed.